MODERNIZING

DOWNTOWN

SAN FRANCISCO

SAN FRANCISCO DEPARTMENT OF CITY PLANNING

100 LARKIN STREET, CIVIC CENTER, SAN FRANCISCO 2, CALIFORNIA

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF CITY PLANNING
100 LARKIN STREET • CIVIC CENTER • SAN FRANCISCO 2, CALIFORNIA

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Rec'd UCB ENVI
MAY 09 1986

January 15, 1955

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Mr. Ernest E. Williams, President
City Planning Commission
100 Larkin Street
San Francisco 2, California

Dear Mr. Williams:

It is with pleasure that I transmit to the City Planning Commission this staff report on "Modernizing Downtown San Francisco." It has been prepared for the purpose of assisting the business community to find ways and means of reorganizing, redesigning and rebuilding that major district of the city which we call "downtown."

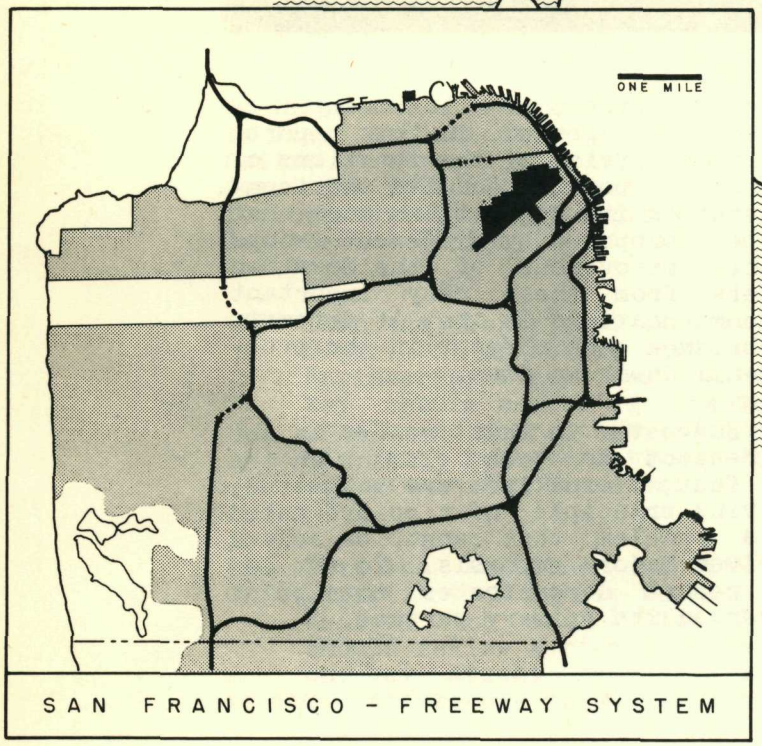
All are aware of the vital part played by the central business district in the economy of the city and of the entire metropolitan area. There is increasing concern among business and civic leaders over the emerging challenge of decentralization to the traditional supremacy of downtown San Francisco. Some important steps have already been taken to meet the challenge. It is now widely accepted that a broad-scale approach based on the idea of a complete "modernization" of San Francisco's downtown is essential to increase its convenience and efficiency, to attract more customers and to assure the stability of the tremendous existing investment there.

The present report does not offer a detailed plan, but is intended rather to provide a preliminary analysis and to serve as a guide to the making of such a plan and of a program to carry it out. If it is found to be helpful in stimulating further initiative and action among our community's leaders, and in indicating ways in which the various departments of our city government can cooperate, it will have served its intended purpose.

Sincerely yours,

Paul Oppermann

Paul Oppermann
Director of Planning



SAN FRANCISCO - FREEWAY SYSTEM

SOLANO COUNTY

MARIN COUNTY

CONTRA COSTA COUNTY

SAN FRANCISCO

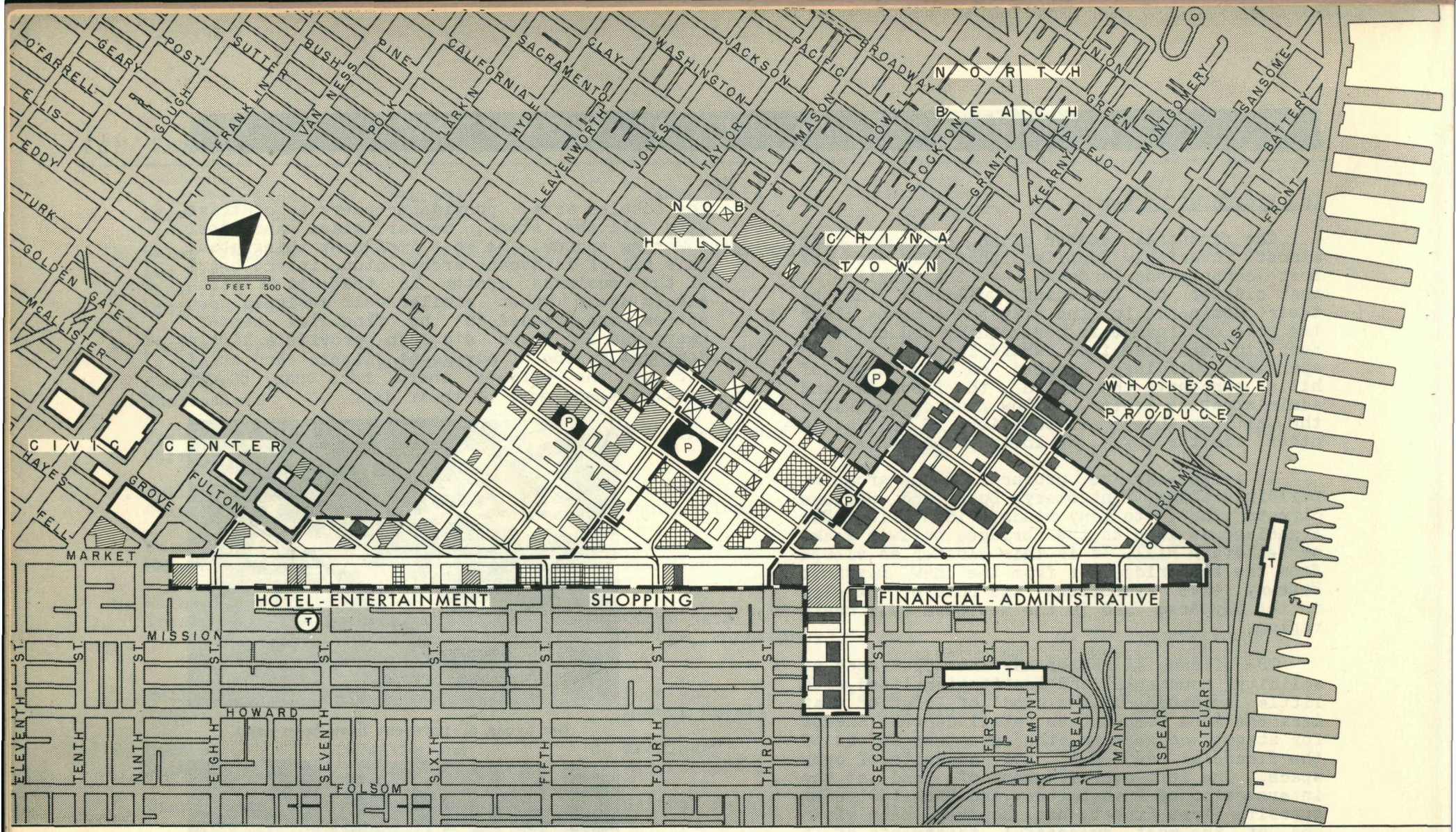
ALAMEDA COUNTY

SAN MATEO COUNTY

SANTA CLARA COUNTY

0 MILES 5

DOWNTOWN SAN FRANCISCO IN THE CITY AND THE REGION PLATE 1



DOWNTOWN SAN FRANCISCO: EXISTING FUNCTIONAL AREAS

- FUNCTIONAL AREA BOUNDARIES
- TRANSIT LINES
- MAJOR PARKING FACILITY
- MAJOR TERMINAL FACILITY
- MAJOR OFFICE BUILDING
- MAJOR SHOPPING FACILITY
- MAJOR HOTEL OR ENTERTAINMENT FACILITY
- PUBLIC BUILDING
- CLUB OR PROFESSIONAL BUILDING

PLATE 2

ARKET STREET USING VEHICULAR UNDERPASSES

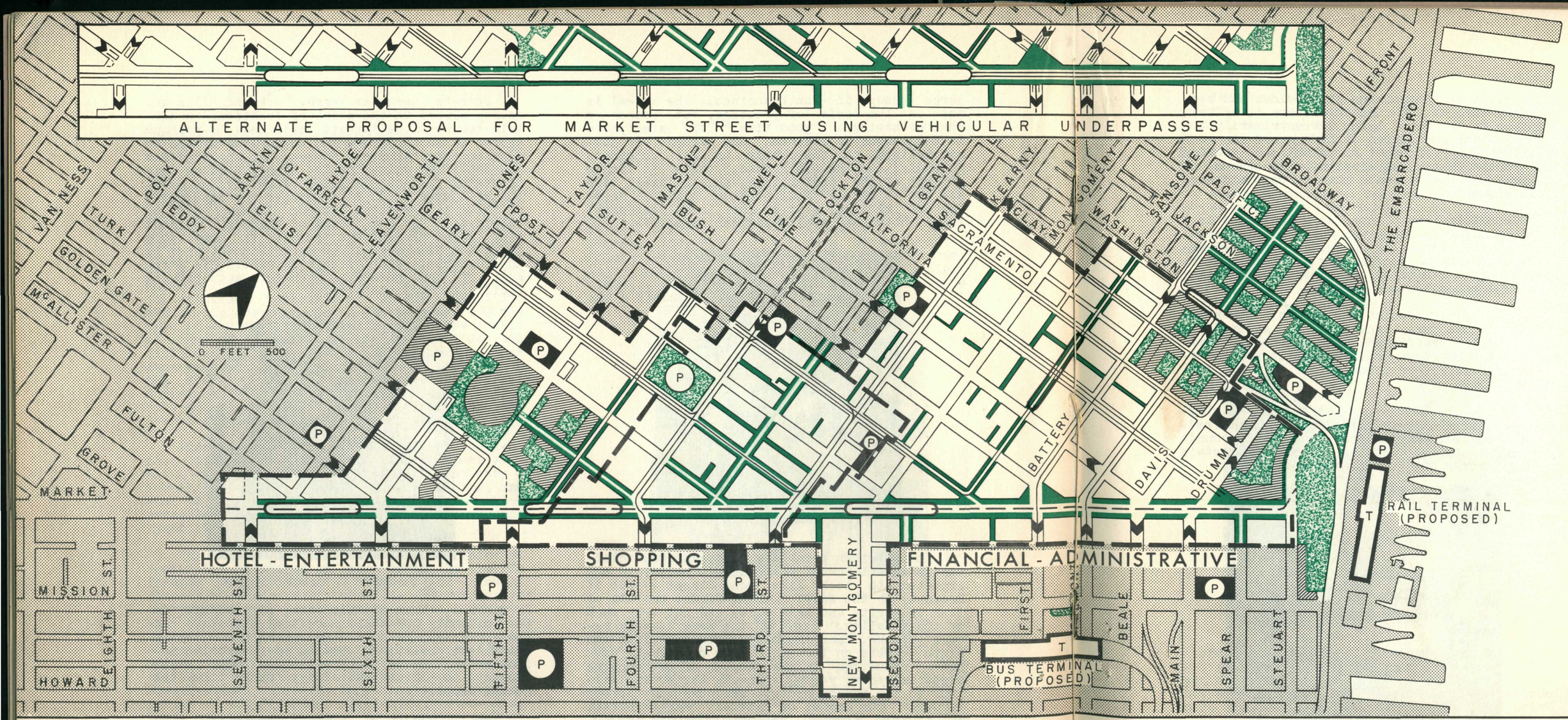
TAYLOR
MASON
POWELL
STOCKTON
GRANT
KEARNY
MONTGOMERY
SANSOME
PACIFIC
BROADWAY
FRONT
THE EMBARCADERO
SUTTER
BUSH
PINE
CALIFORNIA
SACRAMENTO
CLAY
WASHINGTON
JACKSON
BATTERY
DAVIS
DRUMM
P
T
RAIL TERMINAL (PROPOSED)
SHOPPING
FINANCIAL - ADMINISTRATIVE
FOURTH ST.
THIRD ST.
NEW MONTGOMERY ST.
SECOND ST.
FIRST ST.
BEALE
MAIN
SPEAR
STEUART
BUS TERMINAL (PROPOSED)

LEGEND

- FUNCTIONAL AREA BOUNDARIES
- ONE-WAY STREET
- MAJOR PARKING FACILITY
- PEDESTRIAN STREET
- PEDESTRIAN OPEN SPACE
- TRANSIT LINES
- MARKET STREET TRANSIT
- RAPID TRANSIT STATION
- TERMINAL FACILITY
- SUGGESTED NEW DEVELOPMENT

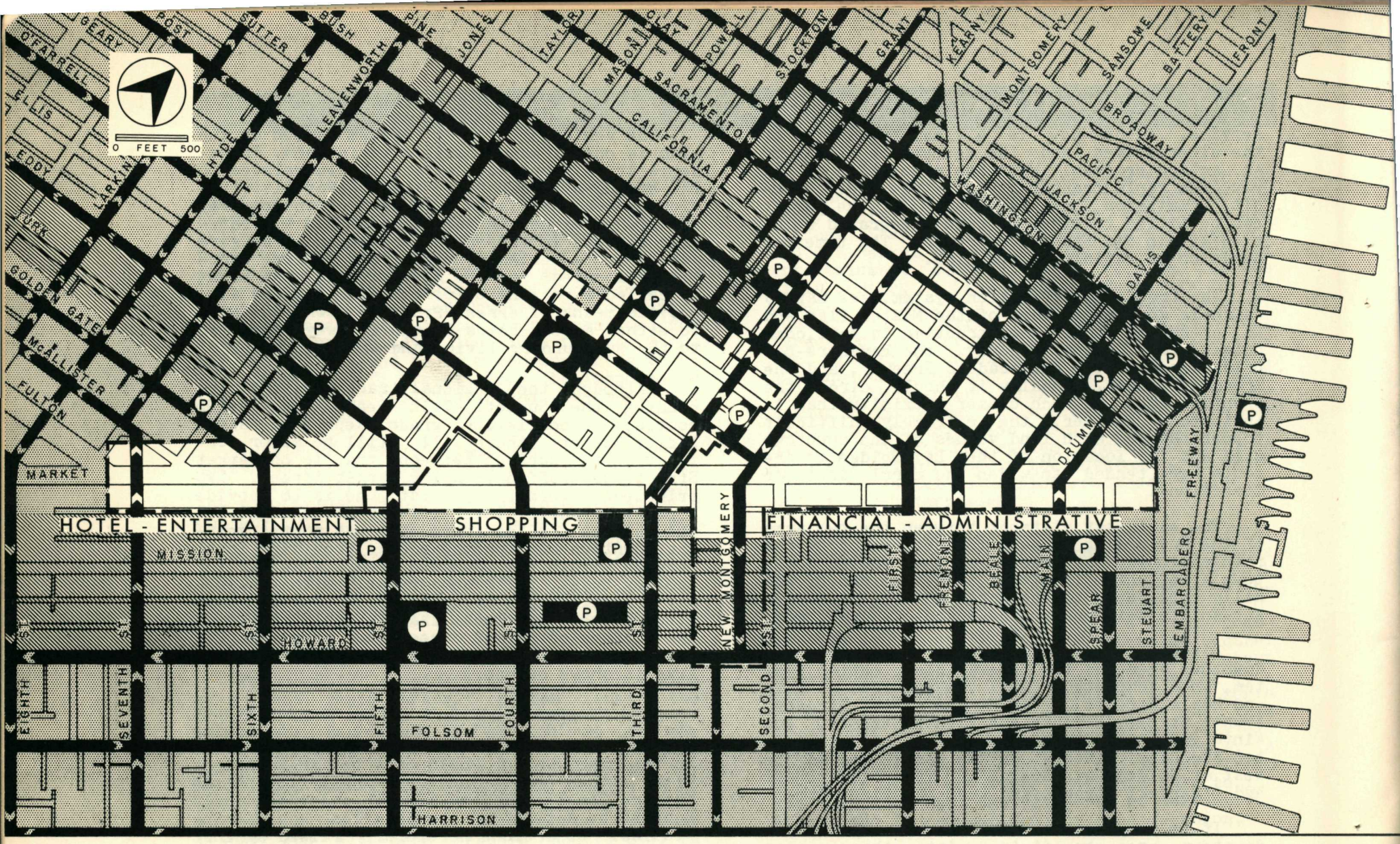
N FOR DOWNTOWN SAN FRANCISCO

PLATE 3



1"=780' 1 □" = 780² = 610,000 = 14 acres

A SUGGESTED PLAN FOR DOWNTOWN SAN FRANCISCO



DOWNTOWN SAN FRANCISCO: ONE WAY STREETS AND PARKING

ONE-WAY STREET

FUNCTIONAL AREA BOUNDARIES

P MAJOR PARKING FACILITY

PARKING BELT

PLATE 4